

## CLAIMS

The embodiments for which an exclusive property or privilege is claimed are defined as follows:

50. 51. 52. 53. 54. 55. 56. 57. 58. 59. 60. 61. 62. 63. 64. 65. 66. 67. 68. 69. 70. 71. 72. 73. 74. 75. 76. 77. 78. 79. 80. 81. 82. 83. 84. 85. 86. 87. 88. 89. 90. 91. 92. 93. 94. 95. 96. 97. 98. 99. 100. 101. 102. 103. 104. 105. 106. 107. 108. 109. 110. 111. 112. 113. 114. 115. 116. 117. 118. 119. 120. 121. 122. 123. 124. 125. 126. 127. 128. 129. 130. 131. 132. 133. 134. 135. 136. 137. 138. 139. 140. 141. 142. 143. 144. 145. 146. 147. 148. 149. 150. 151. 152. 153. 154. 155. 156. 157. 158. 159. 160. 161. 162. 163. 164. 165. 166. 167. 168. 169. 170. 171. 172. 173. 174. 175. 176. 177. 178. 179. 180. 181. 182. 183. 184. 185. 186. 187. 188. 189. 190. 191. 192. 193. 194. 195. 196. 197. 198. 199. 200. 201. 202. 203. 204. 205. 206. 207. 208. 209. 210. 211. 212. 213. 214. 215. 216. 217. 218. 219. 220. 221. 222. 223. 224. 225. 226. 227. 228. 229. 230. 231. 232. 233. 234. 235. 236. 237. 238. 239. 240. 241. 242. 243. 244. 245. 246. 247. 248. 249. 250. 251. 252. 253. 254. 255. 256. 257. 258. 259. 260. 261. 262. 263. 264. 265. 266. 267. 268. 269. 270. 271. 272. 273. 274. 275. 276. 277. 278. 279. 280. 281. 282. 283. 284. 285. 286. 287. 288. 289. 290. 291. 292. 293. 294. 295. 296. 297. 298. 299. 300. 301. 302. 303. 304. 305. 306. 307. 308. 309. 310. 311. 312. 313. 314. 315. 316. 317. 318. 319. 320. 321. 322. 323. 324. 325. 326. 327. 328. 329. 330. 331. 332. 333. 334. 335. 336. 337. 338. 339. 340. 341. 342. 343. 344. 345. 346. 347. 348. 349. 350. 351. 352. 353. 354. 355. 356. 357. 358. 359. 360. 361. 362. 363. 364. 365. 366. 367. 368. 369. 370. 371. 372. 373. 374. 375. 376. 377. 378. 379. 380. 381. 382. 383. 384. 385. 386. 387. 388. 389. 390. 391. 392. 393. 394. 395. 396. 397. 398. 399. 400. 401. 402. 403. 404. 405. 406. 407. 408. 409. 410. 411. 412. 413. 414. 415. 416. 417. 418. 419. 420. 421. 422. 423. 424. 425. 426. 427. 428. 429. 430. 431. 432. 433. 434. 435. 436. 437. 438. 439. 440. 441. 442. 443. 444. 445. 446. 447. 448. 449. 450. 451. 452. 453. 454. 455. 456. 457. 458. 459. 460. 461. 462. 463. 464. 465. 466. 467. 468. 469. 470. 471. 472. 473. 474. 475. 476. 477. 478. 479. 480. 481. 482. 483. 484. 485. 486. 487. 488. 489. 490. 491. 492. 493. 494. 495. 496. 497. 498. 499. 500. 501. 502. 503. 504. 505. 506. 507. 508. 509. 510. 511. 512. 513. 514. 515. 516. 517. 518. 519. 520. 521. 522. 523. 524. 525. 526. 527. 528. 529. 530. 531. 532. 533. 534. 535. 536. 537. 538. 539. 540. 541. 542. 543. 544. 545. 546. 547. 548. 549. 550. 551. 552. 553. 554. 555. 556. 557. 558. 559. 560. 561. 562. 563. 564. 565. 566. 567. 568. 569. 570. 571. 572. 573. 574. 575. 576. 577. 578. 579. 580. 581. 582. 583. 584. 585. 586. 587. 588. 589. 590. 591. 592. 593. 594. 595. 596. 597. 598. 599. 600. 601. 602. 603. 604. 605. 606. 607. 608. 609. 610. 611. 612. 613. 614. 615. 616. 617. 618. 619. 620. 621. 622. 623. 624. 625. 626. 627. 628. 629. 630. 631. 632. 633. 634. 635. 636. 637. 638. 639. 640. 641. 642. 643. 644. 645. 646. 647. 648. 649. 650. 651. 652. 653. 654. 655. 656. 657. 658. 659. 660. 661. 662. 663. 664. 665. 666. 667. 668. 669. 670. 671. 672. 673. 674. 675. 676. 677. 678. 679. 680. 681. 682. 683. 684. 685. 686. 687. 688. 689. 690. 691. 692. 693. 694. 695. 696. 697. 698. 699. 700. 701. 702. 703. 704. 705. 706. 707. 708. 709. 710. 711. 712. 713. 714. 715. 716. 717. 718. 719. 720. 721. 722. 723. 724. 725. 726. 727. 728. 729. 730. 731. 732. 733. 734. 735. 736. 737. 738. 739. 740. 741. 742. 743. 744. 745. 746. 747. 748. 749. 750. 751. 752. 753. 754. 755. 756. 757. 758. 759. 760. 761. 762. 763. 764. 765. 766. 767. 768. 769. 770. 771. 772. 773. 774. 775. 776. 777. 778. 779. 780. 781. 782. 783. 784. 785. 786. 787. 788. 789. 790. 791. 792. 793. 794. 795. 796. 797. 798. 799. 800. 801. 802. 803. 804. 805. 806. 807. 808. 809. 810. 811. 812. 813. 814. 815. 816. 817. 818. 819. 820. 821. 822. 823. 824. 825. 826. 827. 828. 829. 830. 831. 832. 833. 834. 835. 836. 837. 838. 839. 840. 841. 842. 843. 844. 845. 846. 847. 848. 849. 850. 851. 852. 853. 854. 855. 856. 857. 858. 859. 860. 861. 862. 863. 864. 865. 866. 867. 868. 869. 870. 871. 872. 873. 874. 875. 876. 877. 878. 879. 880. 881. 882. 883. 884. 885. 886. 887. 888. 889. 890. 891. 892. 893. 894. 895. 896. 897. 898. 899. 900. 901. 902. 903. 904. 905. 906. 907. 908. 909. 910. 911. 912. 913. 914. 915. 916. 917. 918. 919. 920. 921. 922. 923. 924. 925. 926. 927. 928. 929. 930. 931. 932. 933. 934. 935. 936. 937. 938. 939. 940. 941. 942. 943. 944. 945. 946. 947. 948. 949. 950. 951. 952. 953. 954. 955. 956. 957. 958. 959. 960. 961. 962. 963. 964. 965. 966. 967. 968. 969. 970. 971. 972. 973. 974. 975. 976. 977. 978. 979. 980. 981. 982. 983. 984. 985. 986. 987. 988. 989. 990. 991. 992. 993. 994. 995. 996. 997. 998. 999. 1000.

1. A method of promoting intellectual property, the method comprising:  
providing a host station having at least one database, the at least one  
database including:  
a plurality of intellectual property items; and  
a description of each intellectual property item;  
selecting one of said intellectual property items by a consumer station;  
accessing the description associated with the selected intellectual  
property item from the consumer station;  
sending feedback data from the consumer station to the host station, the  
feedback data including consumer opinion information of the selected intellectual  
property item based at least in part on the description of the selected intellectual  
property item; and  
accessing the feedback data from an industry station to thereby  
determine the interest in the selected intellectual property item based on the consumer  
opinion.

2. A method of promoting intellectual property according to claim 1, and  
further comprising summing the consumer opinion information from different  
consumer stations for the selected intellectual property item.

1 3. A method of promoting intellectual property according to claim 2, wherein  
2 the consumer opinion information includes survey information reflective of a  
3 consumer's desirability to purchase the selected intellectual property item.

1 4. A method of promoting intellectual property according to claim 1, wherein  
2 the consumer opinion information includes survey information reflective of a  
3 consumer's desirability to purchase the selected intellectual property item.

1 *Sub B2* 5. A method of promoting intellectual property according to claim 4, and  
2 further comprising providing an incentive to a consumer at the consumer station for  
3 sending the feedback data.

1 *Sub B2* 6. A method of promoting intellectual property according to claim 5, wherein  
2 the incentive is chosen from the group consisting of currency, coupons, discounts,  
3 products, and services.

1 7. A method of promoting intellectual property according to claim 1, and  
2 further comprising searching a desired grouping of intellectual property items having  
3 at least one common feature prior to selecting the at least one intellectual property  
4 item.

1 8. A method of promoting intellectual property according to claim 7, wherein  
2 the at least one common feature is one of a SIC code and a NAICS code.

1 9. A method of promoting intellectual property according to claim 1, and  
2 further comprising:

3 sending from a customer station to a host station intellectual property  
4 data representative of an intellectual property item at least partially held by a customer  
5 at the customer station, the intellectual property data being included in the at least one  
6 database and comprising at least the description of the customer's intellectual property  
7 item; and

8 displaying at least the description of the customer's intellectual property  
9 item at the host station for view by the consumer and industry stations upon selection  
10 of the customer's intellectual property item.

1 10. A method of promoting intellectual property according to claim 9, wherein  
2 the host station includes an Internet site, and further wherein each of the consumer,  
3 industry, and customer stations includes a processor-based work station remote from  
4 the Internet site and connectable thereto for accessing the at least one database.

1 Sub B3  
2 11. A method of promoting intellectual property according to claim 10,  
3 wherein the feedback data is normally accessible at the Internet site by only the  
customer and industry stations.

1 12. A method of promoting intellectual property according to claim 11,  
2 wherein the at least one database further comprises at least one confidential  
3 information item for the selected intellectual property item.

Sub B4  
1 13. A method of promoting intellectual property according to claim 12,

2 wherein the at least one confidential information item is normally viewable by only the  
3 customer station at least partially holding the intellectual property item and the  
4 industry station.

1 14. A method of promoting intellectual property according to claim 13, and  
2 further comprising selectively releasing, from the customer station, the at least one  
3 confidential information item for view by the consumer station.

1 15. A method of promoting intellectual property according to claim 1, wherein  
2 the host station includes an Internet site, and further wherein each of the consumer and  
3 industry stations includes a processor-based work station remote from the Internet site  
4 and connectable thereto for accessing the at least one database.

1 16. A method of promoting intellectual property according to claim 1, wherein  
2 the description of each intellectual property item includes at least one general  
3 information item viewable by at least the consumer station and at least one  
4 confidential information item viewable by the industry station.

1 17. A method of promoting intellectual property according to claim 16, and  
2 further comprising selectively releasing the at least one confidential information item  
3 at the host station for view by the consumer station.

Sub B5  
1 18. A method for promoting intellectual property online, the method  
2 comprising:

3 providing a host station having an Internet site and at least one database  
4 accessible at the internet site, the at least one database including:

5 a plurality of intellectual property items; and

6 a description of each intellectual property item, the description  
7 having at least one general description item and at least one confidential description  
8 item;

9 selecting one of said intellectual property items by a consumer station  
10 connected to the host station;

11 viewing the at least one general description item associated with the  
12 selected intellectual property item from the consumer station;

13 selecting said one intellectual property item by an industry station  
14 connected to the host station; and

15 viewing the at least one confidential description item from the industry  
16 station;

17 whereby said at least one confidential description item is normally  
18 unavailable for view by the consumer station.

1 19. A method for promoting intellectual property according to claim 18, and  
2 further comprising:

3 sending feedback data on the selected intellectual property item from the  
4 consumer station to the host station, the feedback data including consumer opinion

5 information of the intellectual property item based at least in part on the description of  
6 the associated intellectual property item; and

7 accessing the feedback data from the industry station to thereby  
8 determine the interest in the selected intellectual property item based on the consumer  
9 opinion.

1 20. A method for promoting intellectual property according to claim 19,  
2 wherein the consumer opinion information includes survey information reflective of a  
3 consumer's desirability to purchase the selected intellectual property item.

1 21. A method for promoting intellectual property according to claim 20, and  
2 further comprising providing an incentive to a consumer at the consumer station for  
3 sending the feedback data.

1 22. A method for promoting intellectual property according to claim 18, and  
2 further comprising searching, by said industry station, a desired grouping of  
3 intellectual property items having at least one common feature prior to selecting by  
4 said industry station the at least one intellectual property item.

1 23. A method for promoting intellectual property according to claim 22,  
2 wherein the at least one common feature is one of a SIC code and a NAICS code.

1 Sub B6 24. A method for promoting intellectual property according to claim 18, and  
2 further comprising selectively releasing the at least one confidential information item  
3 at the host station for view by the consumer station.

Sub  
G2  
2 25. A processor-based system for promotion of intellectual property, the  
system comprising:

3 a host station having at least one database, the at least one database

4 including:

5 a plurality of intellectual property items; and

6 a description of each intellectual property item;

7 means for selecting one of said intellectual property items by a consumer  
8 station;

9 means for accessing the description associated with the selected  
10 intellectual property item from the consumer station;

11 means for sending feedback data from the consumer station to the host  
12 station, the feedback data including consumer opinion information of the selected  
13 intellectual property item based at least in part on the description of the selected  
14 intellectual property item; and

15 means for accessing the feedback data from an industry station to  
16 thereby determine the interest in the selected intellectual property item based on the  
17 consumer opinion.

1 26. A processor-based system for promoting intellectual property according to  
2 claim 25, and further comprising means for summing the consumer opinion  
3 information from different consumer stations for the selected intellectual property  
4 item.

1 27. A processor-based system for promoting intellectual property according to  
2 claim 26, wherein the consumer opinion information includes survey information  
3 reflective of a consumer's desirability to purchase the selected intellectual property  
4 item.

1 28. A processor-based system for promoting intellectual property according to  
2 claim 25, wherein the consumer opinion information includes survey information  
3 reflective of a consumer's desirability to purchase the selected intellectual property  
4 item.

1 29. A processor-based system for promoting intellectual property according to  
2 claim 28, and further comprising means for providing an incentive to a consumer at  
3 the consumer station for sending the feedback data.

1 30. A processor-based system for promoting intellectual property according to  
2 claim 29, wherein the incentive is chosen from the group consisting of currency,  
3 coupons, discounts, products, and services.

1 31. A processor-based system for promoting intellectual property according to  
2 claim 25, and further comprising means for searching a desired grouping of  
3 intellectual property items having at least one common feature prior to selecting the at  
4 least one intellectual property item.



1 32. A processor-based system for promoting intellectual property according to  
2 claim 31, wherein the at least one common feature is one of a SIC code and a NAICS  
3 code.

1 Sub 138 33. A processor-based system for promoting intellectual property according to  
2 claim 25, and further comprising:

3 means for sending from a customer station to a host station intellectual  
4 property data representative of an intellectual property item at least partially held by a  
5 customer at the customer station, the intellectual property data being included in the at  
6 least one database and comprising at least the description of the customer's intellectual  
7 property item; and

8 means for displaying at least the description of the customer's  
9 intellectual property item at the host station for view by the consumer and industry  
10 stations.

1 34. A processor-based system for promoting intellectual property according to  
2 claim 33, wherein the host station includes an Internet site, and further wherein each of  
3 the consumer, industry, and customer stations includes a processor-based work station  
4 remote from the Internet site and connectable thereto for accessing the at least one  
5 database.

1 *Sub B9* 35. A processor-based system for promoting intellectual property according to  
2 claim 34, wherein the feedback data is normally accessible at the Internet site by only  
3 the customer and industry stations.

*Sub B10*  
2 36. A processor-based system for promoting intellectual property according to  
3 claim 35, wherein the at least one database further comprises at least one confidential  
information item for at least one of the intellectual property items.

1 *Sub B10* 37. A processor-based system for promoting intellectual property according to  
2 claim 36, wherein the at least one confidential information item is normally viewable  
3 by only the customer station at least partially holding the intellectual property item and  
4 the industry station.

1 38. A processor-based system for promoting intellectual property according to  
2 claim 37, and further comprising means for selectively releasing, from the customer  
3 station, the at least one confidential information item for view by the consumer station.

1 39. A processor-based system for promoting intellectual property according to  
2 claim 25, wherein the host station includes an Internet site, and further wherein each of  
3 the consumer and industry stations includes a processor-based work station remote  
4 from the Internet site and connectable thereto for accessing the at least one database.

1 40. A processor-based system for promoting intellectual property according to  
2 claim 25, wherein the description of each intellectual property item includes at least

3 one general information item viewable by at least the consumer station and at least one  
4 confidential information item viewable by the industry station.

1 41. A processor-based system for promoting intellectual property according to  
2 claim 40, and further comprising means for selectively releasing the at least one  
3 confidential information item at the host station for view by the consumer station.

1 Sub B  
2 42. A processor-based system for promoting intellectual property, the system  
3 comprising:

3 a host station having an Internet site and at least one database accessible  
4 at the internet site, the at least one database including:

5 a plurality of intellectual property items; and

6 a description of each intellectual property item, the description  
7 having at least one general description item and at least one confidential description  
8 item;

9 means for selecting one of said intellectual property items by a consumer  
10 station connected to the host station;

11 means for viewing the at least one general description item associated  
12 with the selected intellectual property item from the consumer station;

13 means for selecting said one intellectual property item by an industry  
14 station connected to the host station; and

15 means for viewing the at least one confidential description item from the  
16 industry station;

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